Contact Center-as-a-Service: Elevate Customer Care

In the face of fierce competition, delivering superior customer service has never been more important. Cisco® Unified Contact Center solutions can significantly enhance your customers' experience while lowering costs. This solution can now be deployed many ways, including in the cloud.

Contact center as a service (CCaaS) is:

- **Flexible:** Quickly deploy applications and provision capacity

- **Affordable:** No large capital outlay is required

- **Dynamic:** On-demand provisioning lets you scale up or down

- **Efficient:** Pay only for what you use

Read on to learn more about how running your contact center in the cloud can benefit your organization.

Deploy Customer Care Your Way

As part of the Cisco Collaboration solutions portfolio, Cisco Unified Contact Center solutions are not bound by a single deployment model. These solutions are based on an open and interoperable IP platform, which provides complete flexibility to match the delivery model to your preferences, your business needs, and your legacy technology investments. Service delivery options for Cisco Collaboration solutions include:

- **On-Premises,** in which the customer owns and manages the hardware and software

- **Managed Customer Premises Equipment (CPE) Services,** where the customer owns the solution, but the service provider manages it

- **Fully Hosted,** where the service provider hosts dedicated equipment within its network operations center (NOC) for a predictable monthly cost

- **Managed Cloud Services (collaboration as a service),** where the service provider or system integrator maintains and owns the software, which is delivered over the cloud as a service, and the customer pays a license fee to use it

- **A hybrid or blended model,** which has a mix of on-premises and managed services, a capability that is possible with Cisco's open and interoperable approach

Figure 1. Demand for managed services will outpace the traditional on-premises deployment model.

Y/Y CAGR* (2009—2013) Forrester Research, March 2009: Cisco Commissioned Research on Global Managed Services Opportunity

Many Services Will Migrate to the Cloud

In March 2009, Cisco commissioned industry analyst firm Forrester Research to conduct a study of the deployment models Cisco customers are considering. The survey showed that between 2009 and 2013, the demand for managed services would grow significantly, outpacing the traditional deployment model of buying and managing unified communications and collaboration technology on site. A growing number of companies indicated that they would:

· Choose hosted collaboration services, letting their provider host dedicated equipment for their organization

· Follow the managed CPE model, in which they would buy the equipment and keep it on site but have a service provider manage it

· Opt to pay a license fee and have collaboration services delivered by a service provider over the cloud

> "By 2012, 40% of businesses will adopt a blend of cloud- and premises-based approaches to meet their unified communications needs, compared with an estimated 3% to 5% of businesses in 2009."
>
> Daniel O'Connell, Research Director, Gartner (ComputerWeekly.com, January 14, 2010)

Expanding Your As-a-Service Options

Cisco's strategic vision for collaboration-as-a-service spans everything from basic IP dial tone to the most sophisticated contact centers. Our goal is to make it possible for companies of every size and in every industry to obtain the many benefits of collaboration, even during times of great business complexity. Today, a variety of Cisco Collaboration services are available via the cloud, including:

- **Cisco WebEx™ Conferencing:** Worldwide, a large and growing number of government agencies and businesses—including 90 percent of Fortune 500 companies—rely on Cisco WebEx™ software-as-a-service (SaaS) solutions to streamline business processes for sales, marketing, training, project management, and support.

- **Cisco WebEx Mail:** This cost-effective, corporate-grade SaaS email solution overcomes the limitations of traditional email, giving companies of all sizes the availability and scalability that previously only the largest enterprises could afford.

- **Cisco TelePresence™**: This immersive collaboration tool makes it possible to meet "face-to-face" without going "place-to-place." Secure, cloud-based intercompany telepresence collaboration services will help companies reduce their carbon footprints by reducing travel and all of its related costs without compromising communications.

- **Cisco SpeechView:** This voice-to-text messaging service improves responsiveness to customers and co-workers by automatically transcribing voice messages into text. The text message can then be sent to PCs and mobile phones via email or text message.

- **Cisco and salesforce.com Customer Interaction Cloud:** This multichannel contact center solution tightly integrates salesforce.com's industry-leading cloud platform with the award-winning Cisco Unified Contact Center solution. The solution is designed for small and medium-sized companies with up to 300 agents.

> "Effective customer service requires a right combination of CRM capabilities and communications mechanisms to properly capture and disseminate timely information. This alliance allows companies to leverage Cisco and salesforce.com's mutual capabilities to deploy cloud-based, customer service solutions that can better serve their customers in an increasingly competitive environment."
>
> Jeffrey M. Kaplan, Managing Director of THINKstrategies, Inc. and founder of the SaaS Showplace

Customer Interaction Cloud is the first Cisco CCaaS offering. Over time, Cisco plans to expand its CCaaS offerings to include cloud computing solutions for:

- Growing global markets such as Asia, Europe, and Latin America

- Large global enterprises

- Use with other leading enterprise applications

- More advanced functionality and innovative new customer care capabilities

The Power of Cloud Computing: Flexible. Affordable. Dynamic. Efficient.

Cloud or Internet-based computing has the potential to dramatically impact IT as we know it. According to Forrester Research, cloud computing is an IT outsourcing model that has three core characteristics. Cloud computing is:

1. **A standardized IT service**

2. **A pay-per-use consumption model**

3. **A "self-service" solution that can be delivered quickly via web browser**

> "Cloud computing, especially in the form of Infrastructure as a Service (IaaS) and Platform as a Service (PaaS), takes evolutionary steps in hosting that change both the deployment model and the business value of IT in profound ways. Those that acknowledge this and accept what truly is different about it stand to gain the most from it. But let's be clear, cloud computing isn't your future – it's a new part of your overall IT portfolio."
>
> James Staten, Principal Analyst, Forrester Research

The ability to dynamically provision, pay, and scale on-demand is changing how most businesses will deploy IT in the future. Cloud computing will make it possible to turn on services when they're needed and shut them down when they're not. Cloud computing can include three models.

- **Software as a service (SaaS):** Software is deployed over the Internet and/or is deployed to run behind a firewall in your local area network or personal computer.

- **Platform as a service (PaaS):** The delivery of a computing platform and solution stack to facilitate the building and running of custom applications.

- **Infrastructure as a service (IaaS):** A provision model in which an organization outsources the equipment used to support operations, including storage, hardware, servers, and networking components.

The benefits of cloud computing are compelling.

- **No lengthy deployment time:** There's no telephony equipment to install, so your collaboration service can be operational in a matter of weeks.

- **No capital expenses (CapEx):** No hardware. No software. No data center. It's all handled by your service provider. And because you're buying less equipment, you'll use less power and enjoy the benefits of "green" computing.

- **No additional staff required:** Limited expertise is required. That means lower support costs.

- **No unpredictable costs:** Pay only for what you use when you use it.

- **No upgrades:** New features and upgrades are delivered on-demand by your service provider, without disrupting your business or your customers' business.

- **No worries:** Cloud computing transforms the way in which services are provided, enabling unprecedented agility, scalability, and profitability. You can rapidly respond to changes in the market without having to manage a lot of infrastructure.

- **No long-term commitment to a specific solution:** Companies can quickly acquire new services and capabilities without a long-term investment.

Transform Customer Care with Rich Interactions

Customer care has seen significant changes over the past decade. The introduction of IP-based contact centers has resulted in new ways to engage with customers, making it possible to increase customer satisfaction and loyalty while reducing costs. Cisco has led the way in expanding the scope of customer care with the introduction of ground breaking customer care solutions.

Cisco's customer care solutions transform simple phone transactions to rich interactions that use voice, web, email, and video to provide personalized, customer-centric services.

The solutions in Cisco's comprehensive customer care portfolio provide state-of-the-art contact center capabilities such as:

· Intelligent contact routing

· Call treatment

· Network-to-desktop computer telephony integration

· Multichannel contact management

· Speech-enabled self-service

· Presence-enabled call handling

· Reporting and business analytics

These advanced capabilities deliver big benefits. According to research firm Chadwick Martin Bailey, unified contact centers can deliver:

· Up to a 10-percent increase in first call resolution

· Up to a 25-percent improvement in response rates

· Up to 30-percent more calls handled with the same staff; greater volume increases customer satisfaction and revenue

· Up to a 50-percent reduction in monthly telecom charges as a result of upgrading to next-generation contact center technology

Customer Interaction Cloud: A Complete Contact Center in the Cloud

Customer Interaction Cloud is a multichannel contact center solution designed for small- and medium-sized companies with 30 to 300 knowledge workers or agents. It tightly integrates Cisco Unified Contact Center with salesforce.com's Service Cloud 2, which is built on the Force.com platform. Companies can use the same salesforce.com Customer Relationship Management (CRM) application as their primary agent desktop while retaining full Cisco Unified Contact Center functionality.

Customer Interaction Cloud delivers the advanced capabilities of two industry-leading applications with all the benefits of cloud computing. With this innovative solution, you can:

- **Provision rapidly**: Advanced contact center and CRM capabilities can be obtained in weeks instead of months.

- **Control costs:** Large capital expenditures can be avoided entirely. For a predictable fee you can spur growth and profitability by increasing close rates and cross-sell and up-sell opportunities. The solution also reduces operating costs through streamlined management.

- **Scale easily:** You can scale up to handle special promotions or seasonal peaks and then quickly scale back. There's no need to increase infrastructure or management costs to handle peak loads.

- **Focus on core business functions:** Your service provider manages the solution, so you can concentrate on other strategic business initiatives.

- **Increase customer loyalty:** By driving customer intimacy and ensuring superior service across all channels, you can proactively manage relationships and your brand.

> "Organizations are increasingly turning to the cloud to answer their customer service questions. Today, 50 percent of all service conversations take place in the cloud."
>
> Alex Dayon, SVP, Customer Service & Support Product Line, salesforce.com

Another key differentiator is the integration of social media channels. Traditional contact centers are built for inbound voice, email, and chat queries from customers. Today, millions of customers are moving toward nontraditional channels for help. In fact, 50 percent of all service conversations now take place in the cloud. Instead of calling or emailing your agents, customers are getting answers to questions about your products and services in blogs, online communities, and other social media technologies. Many customers use search engines to look for product information before trying traditional channels.

> "We're taking customers beyond the contact center to customer collaboration, where organizations can be more proactive and effective, create deeper relationships with their customers, and help build their brands through customer advocates. The rise of social media, and the confidence it has spawned among Internet users to engage, makes collaboration much more of a reality."
>
> John Hernandez, VP/GM Customer Contact Business Unit, Cisco

Customer Interaction Cloud transforms customer service by making it possible to solve service issues in the cloud in real-time. Give customers the capability to create cases and share knowledge. Use social networking sites such as Facebook and Twitter to deliver services to customers where they are already collaborating. Customers ask questions. Experts answer. The community votes. The best knowledge bubbles up to the top. The result? Faster answers. More satisfied customers. Fewer incoming calls. Cisco calls this "customer collaboration."

Figure 2. Have real-time conversations with customers in the cloud.

- Join the conversation
- Monitor what customers are saying
- Find customers who need help
- Let customers share knowledge
- Forge collaborative relationships with customers

Why Cisco?

Cisco is uniquely qualified to help you make cloud computing part of your overall IT portfolio.

- **No one knows more about applying the power of the network than Cisco.** As a pioneer of the Internet, IP is in our DNA. We understand our increasingly IP-based world better than anyone, because we helped build it.

- **Cisco is the world's foremost IP security expert.** We make security the top priority in the design, deployment, and maintenance of our cloud computing platforms and applications, so you can incorporate SaaS solutions with confidence, even in environments with the most stringent security requirements.

- **Cisco is #1 in enterprise telephony.** Companies of all sizes, including more than 85 percent of Fortune 500 companies, use Cisco's network-centric unified communications solutions to build competitive advantage. Cisco Unified Communications has consistently been identified as a Gartner Magic Quadrant leader for its ability to facilitate collaboration, increase productivity, and build competitive advantage through speed and innovation.

- **Cisco's award-winning contact center solutions deliver state-of-the-art capabilities over an IP infrastructure.** Cisco has led the way in contact center transformation. Today, we're taking customers beyond the contact center to customer collaboration, making it possible for organizations to build customer loyalty and brands through social-network-enabled customer advocacy.

- **Cisco is the proven leader in on-demand collaboration.** The WebEx Collaboration Cloud spans continents, platforms, languages, and time zones and meets the needs of more than 10 million meeting participants monthly, providing 99.99%+ uptime.

- **Collaboration as a service is part of Cisco's overall collaboration architecture:** This end-to-end architecture is highly secure, available, and flexible, yet open. It's designed to provide the broadest possible choice of deployment options across Cisco's collaboration portfolio.

Collaborate with the Best

Customer Interaction Cloud is part of a broader collaboration-as-a-service offering that is designed to give our customers the full spectrum of deployment options. Cisco's network-centric solutions break down silos between content formats, individual tools, and devices; between companies; and ultimately, between people working toward a common goal.

For more information, visit:

www.customerinteractioncloud.com

www.cisco.com/go/cc

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